

- 2 -

RECEIVED  
CENTRAL FAX CENTER  
JUL 25 2006

**In the claims:**

All of the claims standing for examination are reproduced below with appropriate status indication.

1-22. (Canceled)

23. (Previously presented) A system for promoting exhibits at a trade show, comprising:  
a network-connected server storing an exhibit profile for individual ones of a plurality of the exhibits;

a first computerized communication device usable by a first person potentially interested in one or more of the exhibits at the trade show; and

a second computerized communication device usable by an agent for one of the exhibits;

wherein the first person registers a seeker profile with the server, the server compares the seeker profile with stored exhibit profiles and finds one or more matches, and provides a communication address for the second communication device to the first person to contact the agent for the associated exhibit.

24. (Previously presented) The system of claim 23 wherein one or both of the computerized communication devices are cellular telephones.

25. (Previously presented) The system of claim 23 wherein the network is the Internet network.

26. (Previously presented) The system of claim 23 wherein the first computerized communication device is an Internet-capable device, and the first person registers the seeker profile using the first computerized communication device.

- 3 -

27. (Previously presented) The system of claim 26 wherein the first communication device is an Internet-capable cellular telephone.
28. (Previously presented) A method for promoting exhibits at a trade show, comprising:
- (a) storing an exhibit profile for individual ones of a plurality of the exhibits on a network-connected server;
  - (b) registering a seeker profile with the server by a first person having a first computerized communication device;
  - (c) comparing seeker profiles with exhibit profiles by the server and finding a match between the seeker profile and an individual one of the exhibit profiles; and
  - (d) passing a communication address to the first person by the server for a second computerized communication device usable by an agent for the exhibit matched to the seeker profile.
29. (Previously presented) The method of claim 28 wherein one or both of the computerized communication devices are cellular telephones.
30. (Previously presented) The method of claim 28 wherein the network for the network-connected server is the Internet network.
31. (Previously presented) The method of claim 28 wherein the first computerized communication device is an Internet-capable device, and the first person registers the seeker profile using the first computerized communication device.
32. (Previously presented) The system of claim 31 wherein the first communication device is an Internet-capable cellular telephone.